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Listing of Claims:

1 1. (Currently Amended) A method of providing an electronic marketing presentation,
2 comprising:
3 displaying a first marketing object container, said first marketing object container
4 including a location for receiving at least one marketing object to be presented in said
5 first marketing container to a user of an interactive medium;
6 associating a marketing attribute with the first marketing object container; and
7 selecting a plurality of marketing objects to be associated with the first marketing
8 object container, the marketing attribute being configured for determining which of the
9 selected marketing objects is associated with the first marketing object container at a
10 particular time~~at least one marketing object for being associated with the first marketing~~
11 ~~object container; and~~
12 inserting the selected marketing objects in the first marketing object container
13 based on a second marketing object of a second marketing object container.

1 2. (Previously Presented) The method of claim 1, further comprising displaying a
2 marketing object container icon, wherein an option associated with the first
3 marketing object container is presented when the icon is selected.

1 3. (Currently Amended) The method of claim ~~1~~38, further comprising presenting a
2 plurality of marketing attributes to be associated with the first marketing object
3 container.

- 1 4. (Original) The method of claim 1, further comprising presenting a plurality of
2 marketing objects that are compatible with the selected attribute.
- 1 5. (Currently Amended) The method of claim ~~1~~38, further comprising associating a style
2 template with the first marketing object container.
- 1 6. (Original) The method of claim 5, further comprising filling in an object into the style
2 template.
- 1 7. (Previously Presented) The method of claim 1, further comprising associating an item
2 with the marketing attribute.
- 1 8. (Currently Amended) The method of claim ~~38~~1, further comprising selecting a style
2 for the first marketing object container.
- 1 9. (Currently Amended) The method of claim ~~39~~1, further comprising associating a
2 feature with the first marketing object container.
- 1 10. (Original) The method of claim 9, wherein the feature is a cross sell.
- 1 11. (Original) The method of claim 9, wherein the feature is an up sell.
- 1 12. (Original) The method of claim 9, wherein the feature is a product literature.
- 1 13. (Currently Amended) The method of claim 9, further comprising associating the at
2 ~~least one~~first marketing object with the feature.

1 14. (Currently Amended) The method of claim ~~+~~38, wherein the first marketing object
2 container is dynamically associated with the marketing attribute.

1 15. (Currently Amended) The method of claim ~~+~~39, wherein the first marketing object
2 container is dynamically associated with the first marketing object.

1 16. (Currently Amended) The method of claim ~~+~~39, wherein ~~a~~the plurality of marketing
2 objects ~~are~~is selected to be associated with the first marketing object container,
3 and wherein the marketing attribute determines which of the selected marketing
4 objects is associated with first the marketing object container at a particular time.

1 17. (Currently Amended) The method of claim 16 wherein the selected~~ing~~ marketing
2 objects are associated with the first marketing object container according to a
3 schedule.

1 18. (Currently Amended) The method of claim 16 wherein the selected marketing objects
2 are inserted in the first marketing object container based on ~~a~~the second
3 marketing object of ~~a~~the second marketing object container.

1 19. (Original) The method of claim 1, wherein the at least one marketing object is
2 displayed after it has been approved.

1 20. (Cancelled)

1 21. (Currently Amended) A method of creating a marketing presentation in a display
2 medium, comprising:
3 defining the location and size of a first marketing object container in the display
4 medium;
5 associating a marketing attribute with the first marketing object container, the
6 marketing attribute including parameters that define how the first marketing object
7 container can be used in a marketing presentation;
8 receiving subsequently from a user a selection of the first marketing object
9 container and at least ~~one~~ a first marketing object to be displayed in the first marketing
10 object container;
11 binding the first ~~at least one~~ marketing object to the first marketing object
12 container; and
13 displaying the first marketing object in the first marketing object container in
14 accordance with the parameters of the marketing attribute and responsive to the presence
15 of a second marketing object in a second marketing object container.

1 22. (Previously Presented) A method of creating a marketing presentation in an
2 interactive medium, comprising:
3 displaying a marketing object container on a display medium;
4 in response to a selection of the marketing object container, displaying a number
5 of campaigns that are available to associate with the marketing object container, each of
6 said campaigns being associated with a plurality of offers compatible with the campaign;
7 receiving a selection of a campaign to apply to the marketing object container;

8 displaying the plurality of offers that are compatible with the selected campaign;
9 and
10 receiving a selection of at least one offer for placing in the marketing object
11 container.

1 23. (Currently Amended) A system of providing an electronic marketing presentation,
2 comprising:

3 a processor configured to display a plurality of marketing object containers, each
4 of said plurality of marketing object containers including a location for receiving at least
5 one marketing object to be presented by means of said marketing container to a user of an
6 interactive medium; the processor also being configured to facilitate associating a
7 marketing attribute with the marketing object container; and selecting a ~~at least one~~ first of
8 the plurality of marketing objects for being associated display within a first marketing
9 object container of the plurality of the marketing object containers responsive to a second
10 of the plurality of marketing objects; and

11 a memory coupled with the processor, the memory being configured to provide
12 the processor with instructions.

1 24. (Currently Amended) A computer readable medium including a computer program,
2 the computer program ~~computer program product for providing an electronic~~
3 ~~marketing presentation, comprising:~~
4 computer code configured for displaying a first marketing object container;
5 computer code configured for associating a marketing attribute with the first
6 marketing object container; and

7 computer code configured for selecting a plurality of marketing objects;
8 computer code configured for determining a first marketing object for display,
9 within the marketing object container, to a user of an interactive medium, the first
10 marketing object being one of the plurality of marketing objects, the determination being
11 responsive to the marketing attribute and to a second marketing object container
12 configured to display a second marketing object~~displaying a marketing object container,~~
13 ~~said marketing object container including a location for receiving at least one marketing~~
14 ~~object to be presented by means of said marketing container to a user of an interactive~~
15 ~~medium;~~
16 ——— computer code associating a marketing attribute with the marketing object
17 container; and
18 ——— a computer readable medium that stores the computer codes.

1 25. (Currently Amended) The computer readable medium ~~computer program product of~~
2 claim 24, wherein the computer readable medium is selected from the group
3 consisting of CD-ROM, floppy disk, tape, flash memory, system memory, hard
4 drive, and data signal embodied in a carrier wave.

1 26. (Currently Amended) The method of claim 439, wherein the marketing attribute is
2 configured to describe a relationship of the first marketing object container with a
3 the second marketing object container.

1 27. (Currently Amended) The method of claim 439, wherein the marketing attribute is
2 configured to describe what objects can be associated with the first marketing
3 object container.

1 28. (Currently Amended) The method of claim 439, wherein the marketing attribute is
2 configured to describe timing and priority of the display of marketing objects to
3 be associated with the first marketing object container.

1 29. (Previously Presented) The method of claim 28, wherein the timing is on a daily,
2 weekly, monthly or holiday basis.

1 30. (Currently Amended) The method of claim 439, wherein the marketing attribute
2 includes a marketing campaign.

1 31. (Previously Presented) The method of claim 30, wherein the marketing campaign
2 includes a banner ad campaign.

1 32. (Previously Presented) The method of claim 30, wherein the marketing campaign
2 includes a banner ad campaign, a cross sell campaign, an event promotion
3 campaign, a holiday promotion campaign, a weekly promotion campaign, an up-
4 sell campaign, or a new product introduction campaign.

1 33. (Currently Amended) The method of claim 439, wherein the marketing attribute is
2 associated with the first marketing object container prior to ~~selecting at least one~~
3 determining a first marketing object for being associated with the first marketing
4 object container display.

1 34. (Currently Amended) The method of claim 438, wherein the marketing attribute
2 describes a feature of the first marketing object container.

1 35. (Currently Amended) The method of claim +38, further including setting a value of
2 the marketing attribute, wherein the value describes a feature of the first
3 marketing object container.

1 36. (Currently Amended) The method of claim +39, further including setting a value of
2 the marketing attribute, wherein the value describes the first marketing object
3 container as having a feature selected from a set consisting of cross sell, daily
4 promotion, holiday promotion, on sale, item detail, and up sell.

1 37. (Currently Amended) The method of claim +39, wherein selecting ~~at least one a~~
2 plurality of marketing objects is responsive to a feature of the marketing object
3 container described by the marketing attribute.

1 38. (New) A method of providing an electronic marketing presentation, comprising:
2 displaying a first marketing object container, said first marketing object container
3 including a location for receiving at least one marketing object to be displayed within
4 said first marketing container to a user of an interactive medium;
5 associating a marketing attribute with the first marketing object container;
6 selecting a plurality of marketing objects for association with the first marketing
7 object container; and
8 determining a first marketing object for display at the receiving location of the
9 first marketing object container, the determination being responsive to the associated
10 marketing attribute and to a second marketing object of a second marketing object
11 container.

1 39. (New) A method of providing an electronic marketing presentation, comprising:
2 displaying a first marketing object container;
3 associating a marketing attribute with the first marketing object container;
4 selecting a plurality of marketing objects; and
5 determining a first marketing object for display within the marketing object
6 container to a user of an interactive medium, the first marketing object being one of the
7 plurality of marketing objects, the determination being responsive to the marketing
8 attribute and to a second marketing object container configured to display a second
9 marketing object.